

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62.43



# 1925 PRICE LIST

*Hardy, Northern Grown*  
*True-to-Name*  
**Small Fruit Plants**

*Strawberries and Raspberries*  
*Our Specialty*

---

**HILLCREST GARDENS**  
ALBERT LEA, MINN.

---

## GREETINGS

THE plant trade generally, for 1924 was very unsatisfactory; many who would liked to have ordered plants hesitated to do so for various reasons and the probability is that there will be a shortage of small fruits during the coming season.

This is a good time to make up your mind to get started with some dependable small fruit plants for market or to supply the family table.

In all our experience of growing plants, covering a period of 18 years, we have never had a better stock of quality plants to offer our customers. Our Strawberry plants are strong and heavily rooted and our Raspberry stock is the pride of our nursery. The stock has all been twice inspected by the State Department of Horticulture and found to be free from injurious disease or insect pests; in fact, the inspectors who went thru our nursery stated that we had one of the best and cleanest plants in the state.

Our quality plants, sold at reasonable prices have brought our old customers back whenever they are in the market for dependable plants and our customers come from every State in the United States besides Canada and Mexico, including specialists and nurserymen.

We solicit your orders on the strength of offering you true-to-name, hardy, plants of quality, good measure, heaped up and running over, along with which goes any service we can render to help you successfully grow them.

---

**REFERENCES**—First National Bank of Albert Lea, Minn., Express Agent, Postmaster or Business Men's League of Albert Lea, Minn.

## INSTRUCTIONS FOR ORDERING

**SHIPPING SEASON**—We begin digging plants about the first of April and can ship promptly at any time from that date to the close of the season, about June first. The earlier stock is planted the better and more uniform the stand will be. We cannot stress this point to strongly and recommend that you **ORDER EARLY**.

**TERMS**—Cash with order; by adhering strictly to this rule we have no losses and are able to keep down expenses and to maintain our low prices in spite of advancing cost of production.

**STOCK PREPAID**—All stock listed herewith will be prepaid at prices named unless otherwise noted. The prices include all packing and delivery charges. Bear this in mind when comparing our prices with those of other nurserymen.

## OUR GUARANTEE

We guarantee all plants shipped by us to be true to name and first class in every respect, fresh dug and packed in the best possible manner, and delivered to the post office or express company in first class condition. If plants should not prove true to name, we will upon proper proof, return your money for such plants, or refill that portion of your order which has not proved true to name, but are not liable for further damages.

## COMPLAINTS

Complaints as to condition on arrival, shortage, or errors must be made within 5 days after the stock is received. We will not guarantee to make any adjustment on complaints sent us more than five days after plants arrive. This allows our customers ample time to examine shipments and if there is anything wrong, the sooner we know it, the sooner it can be adjusted. Write us fully. If the fault is ours, we will make it right at once, and do it cheerfully. We, of course, cannot be responsible for the growth of plants after they reach our customers, as their growth depends on soil, care, weather, etc.—all being beyond our control.

## PRICE LIST

Cabbage Plants, early, doz., 25c; 100, \$1.00; 1,000, \$6.00.  
Cabbage Plants, late, doz., 25c; 100, 75c; 1,000, \$4.00.  
Sweet Potato, doz., 25c; 100, 75c; 1,000, \$5.00.  
Tomato Plants, early or late, doz., 35c; 100, \$1.00; 1,000, \$6.50.  
Tomato Plants in flats containing 125 plants each, pr. 1,000, \$10.00 at the nursery only. We cannot ship these. We make a specialty of growing tomato plants for cannery contractors; Redhead, or Early Stone. Write for quantity prices.

## PANSY PLANTS

**STEELE'S MASTADON**—Select Giant Flowering. ½ doz., 35c; dozen, 50c; per 100, \$3.00; per 1,000, \$18.00.  
Seedling, per 1,000, \$4.00; 3,000, \$10.00; 5,000 or more at \$3.00 per 1,000.  
Extra large frame grown seedlings ready after April 1st, per 1,000, \$8.00.

## PERRENIALS

**AQUILEGIA** (columbine), Digitalis, Golden Glow, Hollyhocks (several varieties and colors, single and double), Phlox (pink or lavender), Pinks, Shasta Daisy, each, 25c; doz., \$2.00.

**HARDY FERNS** (four varieties), each, 40c; doz., \$3.00.

**GAILLARDIA**, each, 25c; doz., \$1.00.

## ROOTS AND BULBS

**BLEEDING HEARTS**—Each .....\$0.50

**CANNAS**—King Humbert, red, bronze foliage; Yellow Humbert, yellow, green foliage; Fiery Cross, red, green foliage. Price, 2 and 3 eyes, each, 25c; dozen, \$2.00.

**DAHLIA**—White, red, yellow, pink and variegated, mixed colors; a choice selection of named varieties, dozen.....\$1.25  
Standard mixture, dozen ..... .75

**GLADIOLI**—Large blooming size bulbs:

	Dozen	100
America, light pink .....	\$0.25	\$1.50
Autumn Queen, creamy white .....	.35	2.00
Bordeaux, wine color .....	.35	2.00
Charlemagne, red, light markings .....	.35	2.00
Chicago, white .....	.25	1.50
General Kuropatkin, velvety dark red .....	1.00	7.00
Glory, cream .....	.50	3.50
Halley, pink .....	.35	2.00
Lily White, pure white .....	.50	3.00
Michigan, pinkish scarlet ....	.35	2.00
Minnesota, pale cream .....	.35	2.00
Mrs. Francis King, scarlet ..	.35	2.00
Mrs. Frank Pendleton, rose pink .....	.50	3.00
Panama, light pink .....	.35	2.50
Peace, large white .....	.50	3.50
Prince of Wales, salmon ...	.50	3.50
Rouge Torch, large white, scarlet feather .....	.35	2.50
Schwaben, sulphur yellow..	.50	3.50
Titanic, large dark magenta..	.75	5.00
Velvet King, a good red ....	.35	2.50

We can furnish bulblets for propagating purposes from all of the above and many other varieties. Write for prices. Wholesale price list on request.

## SPECIAL

Fifty blooming size bulbs (our selection) of named varieties, worth at least \$4.00 if selected from our large stock, of choicest varieties, prepaid, \$1.00.

## POPULAR MIXTURES

A good mixture is the most economical to buy, especially when you do not care to keep each variety separate and these we sell very cheaply, as we save the expense of labeling each separate variety. Our mixtures are made from named varieties grown separately and mixed when we put up the order.

## HILLCREST MIXTURE

Our choicest mixture made from named varieties, all colors, dozen, 25c; per 100, \$1.50.

Standard mixture, dozen, 25c; per 100, \$1.00.

Groffs Hybrids, dozen, 25c; per 100, \$1.00.

## IRIS

Celeste, blue; Flavescens, canary yellow; Her Majesty, pink; Honorabilis, yellow and maroon; Mde. Chereau, white edged with light blue; Queen of May, pink.

	Each	Dozen
Price, any variety .....	\$0.25	\$2.00
Mixed colors (our selection) ..		1.50

## LILY OF THE VALLEY

	Each	Dozen
Large clump .....	\$0.25	\$2.00

## PEONIES

	Each	Dozen
FELIX CROUSSE, best red..	\$0.40	\$4.00
FESTIVA MAXIMA, best white	.40	3.00
LOUIS VAN HOUTTE, red ..	.40	3.00
EDULIS SUPERBA, pink.....	.40	3.00
Peonies in mixture, our selection, taken from the mixture made last fall .....	.25	2.00

## HEDGING PLANTS

### A 100 foot Hedge for \$5.00

50 plants will make 100 feet of hedge.

AMERICAN HEDGEWOOD—A dwarf bushy, rapid growing hedging plant absolutely hardy for the Northwest, per 50, \$5.00; 100, \$9.00.

JAPANESE BARBERRY—Small size, per doz., \$1.50; 50, \$5.00; 100, \$9.00.

HANSA ROSE—Hardy, red, free bloomer, each, 50c.

PINK RAMBLERS—Each 50c.

LILAC, Purple—Each, 50c.

## GRAPE VINES

Grapes are becoming a more profitable crop every year; plant your vineyard this spring with guaranteed stock.

CONCORD—The standard commercial black grape; the best and most profitable market grape grown. Price, each, 40c; 6 for \$1.25; dozen, \$2.00.

BETA—The hardy grape for the Northwest, Each, 40c; 6 for \$2.00; dozen, \$3.00.

## STRAWBERRIES

### Cultural Directions

Soil—Any soil that will grow good farm crops will grow good berries. The better condition of the soil and the more fertile the better the crop of berries will be.

Preparing Ground—Plow deep and harrow well until it is loose and level. Fall plowing gives best results, but well prepared spring plowing will make good plants if soil is afterwards kept well cultivated. If the soil is rolled or floated before planting it will facilitate the work of marking off the ground and planting.

When to Plant—Plant as early in the spring as possible after danger of hard frost is past and before the plants have grown too large so the plants can take advantage to root themselves during the early spring rains. Set the plants as soon after arrival as possible. Do not wet the plants until you are ready to set out or they are likely to heat and be destroyed. If you are not ready to set out the plants on arrival, open the package and take out the plants; dig a shallow trench in the soil and lay out the plants in this, covering the roots with soil, but leaving the crowns of the plants exposed; do not water. As soon as possible set the plants in their permanent bed.

Planting Distance—We plant strawberry plants in rows four feet apart. We set the Dunlap about 24 to 30 inches apart in the rows and the Progressive 12 to 15 inches apart.

Keep the ground well cultivated and the plants free from weeds during the season. Train the runners in the row as you desire.

We grow only a few of the best varieties that we can recommend to our customers for home or commercial planting anywhere. These plants are all grown on new ground, are heavily rooted and will take care of themselves if given only a fair chance. No family can afford to be without a patch of this delicious fruit and the returns pay many times over for the small initial investment.

SENATOR DUNLAP—The best June-bearing variety, has perfect blossoms, is hardy, productive, a splendid keeper and is able to hold its own under most any rough and tumble method of cultivation to which it is likely to be subjected. Senator Dunlap is a very hardy berry, having good-sized

and even fruit of a very beautiful dark red color. It is a berry to grow for home use or market. The Senator Dunlap is now one of the greatest all round varieties under cultivation.

We recommend it without hesitation. Price, per 100, prepaid, \$1.00; 200, \$1.50; 1,000, \$5.00.

**PROGRESSIVE EVERBEARING** — The everbearing strawberry is no longer an experiment but a decided success wherever it is grown. They are hardy, thrive in most any soil with only a reasonable amount of care (of course the better the soil and the better the care, the better the crop will be) and will produce a big crop of berries the same season planted if weather conditions are at all favorable, and will produce earlier the following season than any of the June-bearing varieties, continuing to bear throughout the season until frost kills them. It is no uncommon thing in our gardens to be gathering pumpkins, digging potatoes and picking strawberries at the same time. Last season we delivered berries to the dealers from plants started the same season, as late as October 20th, when the weather was such that the pickers wore gloves to protect their hands from the cold. From two acres of our IMPROVED PROGRESSIVE plants, and in the late summer and fall we picked \$400.00 worth of berries besides what were consumed on our table and sold at the nursery.

The quality of the fruit of this variety ranks with the best. It is medium in size, a highly colored glossy red, parts readily from the cap and will carry well if not left on too long after ripening.

Our plants are heavily rooted, true to name and by careful selection we have so improved them that we know we are offering you the best that can be produced. Price, prepaid, 50, \$1.00; 100, \$1.50; 500, \$6.00; 1,000, \$10.00.

## RASPBERRY PLANTS

**RASPBERRY PLANTS**—No home garden should be without a patch of raspberries. They make delicious sauce and preserves and there is always a market for surplus fruit. They are easy to care for, grow rapidly, multiply freely and produce prolifically. A row set out in the home garden will bear for years and become a source of supply of fresh fruit, closely following strawberries, as well as a source of profit if a surplus of berries is produced.

**ST. REGIS EVERBEARING (Red) (Mosaic free)**—The St. Regis is a very valuable variety whether grown for market or home use. It will bear a heavy crop of berries, ripens earlier than other raspberries, in the summer, and in addition the new canes will bear a fine crop in the fall, if weather conditions are favorable. Berries are bright crimson, medium size, rich sugary, with full raspberry flavor, very firm and a good shipper. Canes stocky, hardy, with an abundance of dark green, leathery foliage.

We recommend St. Regis especially for home use as it will provide delicious berries early and late. Price, prepaid, 25, \$1.00; 50, \$1.75; 100, \$3.00; 1,000, \$20.00.

**EARLY KING**—Price, prepaid, 50, \$1.50; 100, \$2.50; 1,000, \$15.00.

**IMPROVED EARLY KING**—An old standard variety of red raspberry, the earliest of them all, free from disease and will thrive in any soil or climate.

Our IMPROVED EARLY KING is free from MOSAIC disease and therefore worth double the price of affected plants. Price, prepaid, 25, \$1.50; 50, \$2.50; 100, \$4.00; 1,000, \$30.00.

**IOWA—ALTON (Mosaic Free)**—A large delicious red raspberry of long season; ripens a little later than St. Regis, of rugged growth, hardy, heavy producer of berries that cling to the stems well and do not fall from the canes until dead ripe. It will not carry so well as St. Regis and is not so good as a commercial berry but cannot be surpassed for the home garden. Price, 25, \$1.50; 50, \$2.50; 100, \$4.00; 1,000, \$30.00.

**LATHAM or MINNESOTA No. 4**—This wonderful new raspberry originated at the Minnesota Plant Breeding Farm and is the BEST OF ALL THE RED RASPBERRIES. LATHAM does well on almost any soil, is perfectly hardy, a rank grower of strong, robust canes with heavy velvety foliage. LATHAM is a wonderful producer of large delicious fruit of fine texture, meaty and of that decided raspberry flavor. LATHAM IS THE BEST FOR THE HOME GARDEN. Season of production about the same as St. Regis but LATHAM is a heavier producer of larger berries that will carry well.

The LATHAM RASPBERRY is of the so-called everbearing type and will produce fruit the same season set out and continue to bear until late in the fall. In 1923 we picked \$100.00 worth of berries for market from 2000 new canes planted in April. The berries are produced in great numbers, in clusters on the strong canes and it is a wonderful sight to see a field of these remarkable raspberries during the fruiting season.

Our stock of LATHAM comes direct and is absolutely true to name. Price, 25, \$2.00; 50, \$3.00; 100, \$4.00; 1,000, \$30.00.

The IMPROVED LATHAM or REDPATH, is a Mosaic Free selection of the Latham or Minnesota No. 4. It has a healthier look, stronger and more vigorous canes, a more even shade of foliage and is capable of carrying its heavy load of fruit better than other varieties of raspberries. It is decidedly hardy, will produce fruit the same season set out and will bear indefinitely, having no tendency to "run out" where affected varieties might have a tendency to do so. Our stock has been twice inspected during the past season and found to be free from disease. We cannot recommend this variety too highly as the ONE BEST RASPBERRY FOR THE HOME

OR MARKET. Price, 25, \$3.00; 50, \$5.00; 100, \$7.50; 1,000, \$65.00.

**CUMBERLAND (Black)**—Cumberland is without doubt the most profitable and heaviest yielding black cap ever introduced. It is a wonder in size of berries and vigor of plant growth and is as hardy as any variety grown. It has no disease of cane or foliage, and grows luxuriantly wherever planted. It is tremendously productive of extra large berries, not approached for size, quality or appearance by any variety. Cumberland season for ripening is medium early. Price, prepaid, 25, \$1.00; 50, \$1.75; 100, \$3.00; 1,000, \$20.00.

**PLUM FARMER (Black)**—This is one of the newer introductions in Black Raspberries. The sale of Plum Farmer plants has steadily increased every year since its introduction. This is pretty good evidence of its value. It is being planted extensively in all sections, as it is early, therefore a big money maker for the growers. The berries are large in size, excellent quality and delicious flavor. They are coal black but covered with bloom, which gives them a bluish appearance. The canes are strong growers and very hardy, and produce a very large crop of fruit, which is matured quickly. Price, prepaid, 25, \$1.00; 50, \$1.75; 100, \$3.00; 1,000, \$20.00.

**BLACKBERRY** — Eldorado. Per 100, \$5.00.

## DEWBERRY

**LUCRETIA**—Price, 25, \$2.00; 50, \$3.00; 100, \$4.00.

## GOOSEBERRIES

**DOWNING**—We are offering this variety with the full assurance that it is the best gooseberry under cultivation. Berry is yellowish green when ripe, one of the very largest varieties, and they will produce more fruit than any variety we have ever grown. Price, per dozen, \$2.00.

**CARRIE**—Price, same as above.

## CURRANTS

**CURRANTS**—Owing to its great demand for jellies and other cooking purposes the demand usually exceeds the supply, forcing a high market price. The currant flourishes in almost any kind of soil, but to grow them to perfection, plant in deep, rich soil and give annual pruning and cultivation. Set the plants 3½ by 5 feet apart.

**PERFECTION**—This variety is the largest and best of the currants. It is high in quality, and very productive, a vigorous grower and one of the most profitable to grow for either home or market. Fruit is large, and hangs on well after becoming dead ripe. Price, per dozen, \$2.00.

**RED DUTCH**—Price, per dozen, \$1.50.

**WHITE DUTCH**—Price, per dozen, \$1.50.

## ASPARAGUS.

**ASPARAGUS**—Is a good crop to have in the home garden, the tender stalks are very delicious, nutritious and appetizing and are relished by nearly everyone, coming so very early in spring when something of this kind is needed to tone up the system after a dearth of such luxuries. Asparagus should be planted for home consumption as well as for market. 100 hills will give a fine supply all spring and summer for any small family; larger families should have more.

**Bonvallett's Giant, Palmetto, Early Argenteuil, Barr's Mammoth.** Price, prepaid, dozen, 30c; 100, \$1.00; 1,000, \$7.50.

**Washington,** rust resistant asparagus recommended as the best for home or commercial growing. Dozen, 50c; 100, \$2.50; 1,000, \$10.00.

**HORSE RADISH ROOTS**—Maliner Kren, large Bohemian variety. Price, prepaid, 100, 1.00; 1,000; \$8.00.

**Horse Radish, grated, Hillcrest Brand.** Case, 1 dozen, prepaid, \$1.50.

**RHUBARB or PIE PLANT**—Coming in so early, Rhubarb finds a ready market, being relished by everyone. The city garden should have a dozen or two and every farm can add to its income from Rhubarb. It is easily produced in a commercial way, yields immensely, can be shipped almost any distance, and is easily gathered and packed.

**Victoria, Burbank, Strawberry.** Price, prepaid, each, 20c; dozen, \$1.00.

---

## ROSE COMB RHODE ISLAND REDS

**ROSE COMB REDS**—For several years we have been breeding the R. C. Reds and have developed a strain for exhibition and heavy egg production. Our birds have never failed to receive their share of blue ribbons in competition with other stock and we have culled the flock for several years for egg producers. This season we are trapnesting a number of our best breeders. No stock for sale this spring. Farm flock, eggs for hatching, per 15, \$1.50; 30, \$2.50; 50, \$4.00; 100, \$7.00.

**Pen Number One**—Our choicest, mating, headed by a heavy boned cockerel with typical shape, long back, glossy mahogany plumage, red to the skin, good head and eye, mated with prize pullets and hens. Eggs for hatching, per 15, \$5.00.

**Pen Number Two**—Eggs for hatching, per 15, \$3.00.

**BABY CHICKS**—From our farm flock. Per 25, \$6.00; 50, \$11.00; 100, \$20.00.

## **\$1.00—BARGAINS—\$1.00**

### **PRICE PREPAID**

**Any Six Collections for \$5.00**

- 100 Dunlap Strawberry Plants.
- 50 Improved Progressive Everbearing Strawberry Plants.
- 25 Black Raspberries.
- 12 Latham (red) Raspberry Plants.
- 100 Asparagus roots.
- 12 Rubarb roots.
- 12 White Grape Currant.
- 6 Peonies (assorted colors.)
- 8 Iris (our selection.)
- 100 Gladioli bulbs (assorted colors)
- 12 Dahlia roots.
- 6 Shasta Daisy (two year roots)
- 50 Pansy plants.
- 100 Cabbage plants.
- 100 Tomato plants.
- 150 Sweet Potato plants.
- 100 Chives (onion grass.)
- 25 Japanese Barberry.
- 12 Perennials (our selection.)

---

### **A Satisfied Customer Is Our Best Advertisement**

This is the way our customers speak about our stock. If you order from us you will be equally as well pleased. Our aim is to please YOU.

Received Strawberry plants; I must say I never got such nice plants and so strong and well rooted. I sure will recommend you to my friends. Many thanks for extra ones.—H. B. Sr., Bird Island, Minn.

Kindly send 100 Palmetto Asparagus plants; would also like directions for planting. Was highly pleased with my last year's order; everything grew in spite of the drought.—Mrs. C. J. D., Forest City, Ia.

Received Strawberry plants in good condition; had a big snow storm so will set them out today.—Mrs. A. S., Lame Deer, Mont.

Enclosed find check for 100 Progressive Everbearing Strawberry plants. Please ship by return mail. We have a wonderful Strawberry bed from plants bought of you last spring. Nearly every plant grew; hope to receive nice plants again. Mrs. J. C. O., Sheffield, Ia.

I received my order of plants and bulbs last Friday and they were very fine.—Mrs. T. L., Lindstrom, Minn.

I wish to thank you for the prompt way in which you took care of the order placed with you for bulbs and roots. The order came yesterday and in best condition, all the bulbs and other items of the order seem

to be in healthy condition, and perfectly satisfactory. I should be mighty disappointed if I got a bum lot of stuff from the Hillcrest Gardens after several years experience in ordering from you.—Rev. G. J. D., Neillsville, Wis.

I have to date received two retail orders of your Gladioli bulbs and they were the best I received from seven (7) different catalog houses so I feel safe to give you my wholesale order.—F. T., Williamsport, Pa.

Received plants O.K. Thanks for the extra ones; very much surprised to receive them.—H. S., Woodrow, Minn.

Strawberry plants arrived in good shape; thanks for your promptness and good measure.—Mrs. L. A. S., St. Paul, Minn.

Last Spring I bought 1,000 Latham R. B. plants and 100 currant plants from you and will say they were the finest plants I ever saw packed. I want to get 1,000 more this season. Oh, yes! the 100 currants were 113; all lived so I have no complaint.—M. B., Winterset, Ia., Jan. 26, 1925.

I am a firm believer in advertising and having seen your plants growing here, can recommend them personally. Orders were sent from F. A. T. and Albert W. through my recommendation two years ago. The bed grown by Albert W. was certainly a sight last fall. Both of these people had your Progressives.—R. H. T., Worthington, Minn.

Just a line to have you send your new catalog of 1925 to the address given below as I am planning on sending you an order for more berry bushes. The Strawberries which I ordered from you in 1923 were a grand success; was more than pleased with them.—Mrs. J. E. J., Caledonia, Minn.

Received Strawberry plants in good order and am well pleased.—F. R. B., Nicollet, Minn.

I am writing for more Strawberry plants. I sent for 200 a year ago and they were fine and did well until the drought set in. My daughter sure has a fine patch; they had plenty of water and their patch is as green as a meadow.—J. M., Hallenberg, Kas.

We received the strawberry plants in nice shape.—Mrs. A. A. H., Conrad, Mont.

The Strawberry plants (Progressive, Everbearing) which I received from you last Spring were indeed a success. We had berries to eat, to can, to sell and to give away. The last I picked was two quarts, October 25th. The vines were then loaded with berries, but I gave them up to Jack Frost and later prepared for winter.—L. B. L., Waubay, S. D.

Last season we bought 50 Sweet Potato plants from you and they produced so many potatoes that we had sufficient for ourselves all winter besides supplying a number of the neighbors. From the 50 plants we set out, we dug 600 pounds of Sweet Potatoes, some of which weighed over three pounds apiece.—W. H. J., Hartland, Minn.